a.
303.4843
am 237

WEST GERMAN THOUGHTS ON U.S. AND GERMAN ECONOMIC LIFE

Part III - Comparison of U.S. and German Economic Life

Report No. 237
Series No. 2
July 10, 1956

RESEARCH STAFF
OFFICE OF PUBLIC AFFAIRS
AMERICAN EMBASSY

TABLE OF CONTENTS

	Page No.
INTRODUCTION	i
SUMMARY	ii - iii
Section I - The Role of the Individual in Economic Life	1 - 15
Section II - Comparisons of the U.S. and German Economic Systems	16 - 40

I N T R O D U C T I O N

In keeping with one of the themes of the U.S. Information Agency, USIS Germany has made a major coordinated project out of the subject of the American economic system. Regardless of the slogan or title utilized to dramatize this subject, it is of fundamental importance to know just what the West German population knows, or thinks it knows about the American economy; and in what relationship they see it to their own economic life.

To provide the basic data which could later be utilized in planning the lines of approach to the German population on the difficult subject of the ever-expanding American economy, this study was designed to make as much information available as possible. In so planning, it was found necessary to devise two separate questionnaires to be asked of two separate samples of the West German population. The resulting mass of data makes it impracticable to present all questions in one report. A number of reports have been prepared under the general title of "West German Thoughts on U.S. and German Economic Life."

The present report entitled "Part III - Comparisons of U.S. and German Economic Life" deals with German thinking concerning the American and German economic systems. The emphasis here is placed not on the inter-relationship of the two systems, but on comparisons of the same items of economic activity in Germany and in America as they are separately reflected in the German mind.

The findings are based upon the same two probability samples each representative of the West German population 18 years of age and older. One comprises 1,310 cases in West Germany and 220 in West Berlin, while the other consists of 1,275 cases in West Germany and 189 in West Berlin.

Interviewing was conducted between February 18 and March 9, 1956 by DIVO - Gesellschaft fuer Markt- und Meinungsforschung m.b.H., Frankfurt/Main, a German survey organization working under contract with the Research Staff.

S U M M A R Y

Section I - The Role of the Individual in Economic Life

The personality of the average American is considered the leading basis for the fact that he participates more actively in the business life of the country than the average German does in Western Germany. The young people in the United States are thought to have more chances to get ahead in life than the young people in Germany have. Their greater opportunities are seen due to higher wages, and more job possibilities.

Large majorities concede the American worker higher wages and a more comfortable life, but feel the German worker has better social security.

The survey shows that should the average West German have any surplus cash, he much prefers to put it into real estate or to bank it - while seeing the average American either using his surplus to live more comfortably or investing it. Another facit of German conservatism is seen in their buying habits. They prefer a more expensive article which they would like to have last a long time, as against a cheaper version of the same thing which could be replaced when outmoded. They are equally certain that the Americans do just the opposite.

German concern with security is best seen in the finding that they would much prefer security (of their investment) to increased profit. If they had the opportunity to invest in a business venture, which while returning a higher profit entailed less security, seven out of ten would not invest. Yet they are almost equally certain that Americans would not be daunted by this danger.

Section II - Comparisons of the U.S. and German Economic Systems

There is almost no comparison between the American and German standard of living in the minds of the West Germans. Three-quarters rated the U.S. living standard as very high, but only one out of ten considered Germany's standard to be that good.

While business competition is only considered somewhat tougher in the United States, freedom to start in a business is thought to be considerably greater in the U.S. Thus the American is seen to have more occupational mobility with which to offset the competition should he be so minded.

The majority of the population which thought that there were trade unions in the United States, have extremely favorable views concerning them, and even compare them favorably with German unions.

The United States was accorded first place as the country with the greatest economic strength by a wide margin over Russia, Germany, England and France. Within the major European countries, however, the majority named Germany as the country with the highest living standard. Far behind in second place came England, while France, Russia, and Italy trailed even further behind.

Russia, which was ranked ahead of the other European countries so far as "economic strength" is concerned, wound up near the bottom when the question dealt with "living standard" (the share which individuals have of the national wealth).

Section I - The Role of the Individual in Economic Life

AVERAGE AMERICAN SEEN PARTICIPATING MORE ACTIVELY IN ECONOMIC LIFE THAN THE AVERAGE GERMAN ...

About one-quarter (26%) in West Germany and one-half (50%) in West Berlin believes that the average American participates more actively in the economic life of the country than the average German does. Only one person out of ten in both areas (10%) thinks that the average German participates more actively than his American counterpart. Thus it can be seen that while one-third in West Germany and West Berlin believes that the average American and average German participate to about the same extent, there is a tendency in West Germany for more than twice as many people to think the ordinary American pursues a more active economic life than give the nod to the average German. In West Berlin, the ratio is 5 to 1.

"Do you think the average American participates more actively and with keener interest in the economic and business life of his country than the average German does - regardless of what his occupation may be - does he do so to the same extent, or does he do so to a lesser extent than the individual German in comparable circumstances?"

	West Germany	West Berlin
The average American participates		
More actively	26%	50%
To the same extent	36	33
Less actively	10	10
No opinion	28	7
	100%	100%

AMERICAN PERSONALITY TRAITS SEEN MAIN BASIS FOR GREATER ECONOMIC ACTIVITY ...

From the reasons given by those who felt that the average American participates more actively in the economic life of the country, it appears that the personality traits of the individual rather than the basic economic system are seen as the main reasons for such activity.

Summary Table

"Do you think the average American participates more actively and with keener interest in the economic and business life of his country than the average German does - regardless of what his occupation may be - does he do so to the same extent, or does he do so to a lesser extent than the individual German in comparable circumstances?"

IF "More actively":
"What is the reason for that, in your opinion?"

	West Germany	West Berlin
REASONS REFERRING TO PERSONALITY	(17%)	(39%)
The Americans are businessmen by nature	9%	18%
The Americans take a keener interest in making money than the Germans	5	14
The Americans develop more initiative than the Germans	2	4
The Americans want to maintain their high standard of living	1	3
REASONS REFERRING TO ECONOMIC CONDITIONS	(8%)	(20%)
The social and economic systems in the States are freer than in Germany	3	6
The Americans are offered better possibilities of earning money	3	8
The Americans have greater funds at their disposal than the Germans	2	6
MISCELLANEOUS	(4%)	(6%)
NO OPINION/NO ANSWER	(1%)	(-%)
	30%@	65%@

@ Some respondents gave more than one answer.

COMMENTS IN DETAIL ...

"Do you think the average American participates more actively and with keener interest in the economic and business life of his country than the average German does - regardless of what his occupation may be - does he do so to the same extent, or does he do so to a lesser extent than the individual German in comparable circumstances?"

IF "More actively":
"What is the reason for that, in your opinion?"

	West Germany	West Berlin
REASONS REFERRING TO PERSONALITY	(17%)	(39%)
The Americans are businessmen by nature:	9%	18%

"I think Americans are businessmen in the first place, while private life ranges only in second place."
"The Americans are businessmen by nature. They can't do anything but business. It belongs to them as spices belong to a tasteful dish."
"Every people have their particular characteristics. The dominant feature of the Americans is their business mind."
"The Americans learn from childhood on that business dominates everything."
"Because the Americans have a flair for business."
"Interest in the economy and business is a natural gift of the Americans. They know the rules of business, and that is necessary, otherwise they couldn't keep pace with the fast development in the States."
"Because the Americans have a flair for business."

The Americans take a keener interest in making money than the Germans:	5	14

"The Americans chase after money. They embark in every promising business."
"The Americans take a greater interest in money making than the Germans."
"The Americans are mercenary. A rising income is considered a big success."
"They are eager to earn much because every American wants a high standard of living."

The Americans develop more initiative than the Germans:	2	4

"The Americans display greater activity. They spur each other."
"The Americans develop more energy to find a job."
"The Americans are keen to get the utmost out of life."

(Cont'd on next page)

(Cont'd from preceding page)	West Germany	West Berlin
The Americans want to maintain their high standard of living:	1%	3%
"The Americans are interested in holding their high social level."		
"Above all, the Americans want to maintain their high standard of living."		
REASONS REFERRING TO ECONOMIC CONDITIONS	(8%)	(20%)
The social and economic systems in the States are freer than in Germany:	3	6
"That is because the American businessman can do what he likes. There are no prohibitions and regulations to hamper him."		
"It is easier for the American to get on in life. He can change his job whenever he likes."		
"Because the principle of free economy exists and is respected for a hundred years in the States."		
The Americans are offered better possibilities for earning money:	3	8
"America offers more possibilities in every respect. There are lots of jobs available, and good possibilities of earning money."		
"Because it is easy to earn money in the States."		
"It is easier for an American to open a shop that it is for a German."		
The Americans have greater funds at their disposal than the Germans:	2	6
"With capital to back you up, it is easy to take an active part in business life."		
"The American people are a rich people. If you've got enough money to spend you needn't hesitate so long before buying something, be it a shop or only a consumer good."		
"Because the Americans are wealthy, they are interested in everything connected with business to amass their capital."		
MISCELLANEOUS	(4%)	(6%)
"Because there is no relief pay for the unemployed."		
"The Americans can spare the time for things like that, we have to work too hard."		
"Because there are more businessmen in the States than in Germany."		
NO OPINION/NO ANSWER	(1%) 30%@	(-%) 65%@

@ Some respondents gave more than one answer.

REASONS FOR LESS ACTIVE PARTICIPATION ...

Summary Table

"Do you think the average American participates more actively and with keener interest in the economic and business life of his country than the average German does - regardless of what his occupation may be - does he do so to the same extent, or does he do so to a lesser extent than the individual German in comparable circumstances?"

IF "Less actively":
"What is the reason for that, in your opinion?"

	West Germany	West Berlin
REASONS REFERRING TO PERSONALITY	(7%)	(10%)
The Americans are not as diligent and industrious as the Germans	2%	3%
The Americans are indifferent and phlegmatic to a greater extent than the Germans	2	3
The Americans have an easy conception of life	1	2
The Americans only think of making money	1	1
The Americans are very egocentric	1	1
Other answers	*	-
REASONS REFERRING TO ECONOMIC CONDITIONS	(2%)	(3%)
Due to the high standard of living, there is no need for the Americans to participate in the economic and business life.	2	3
NO OPINION	(1%)	(-%)
	10%	13%@

COMMENTS IN DETAIL ...

	West Germany	West Berlin
REASONS REFERRING TO PERSONALITY	(7%)	(10%)
The Americans are not as diligent and industrious as the Germans:	2%	3%

"I think the Germans develop more diligence and energy than the Americans."
"The Germans are more diligent and industrious by nature."
"The Americans aren't like the Germans who can't do without work."

(Cont'd on next page)

@ Some respondents gave more than one answer.
* Less than one half of one per cent.

(Cont'd from preceding page) ...

	West Germany	West Berlin
The Americans are indifferent and phlegmatic to a greater extent than the Germans:	2%	3%
"The American workers as well as the employees don't attach as much interest to economic and business life."		
"The Americans are more indifferent than we."		
"The Americans haven't as many interests."		
The Americans have an easy conception of life:	1	2
"The Americans live a more carefree life."		
"The Americans live without anxiety and worry. They are light-hearted. They live from hand to mouth."		
The Americans only think of making money:	1	1
"The Americans don't care what kind of work they do. What counts is the pay check."		
"Money making is the sole thing Americans are genuinely interested in."		
The Americans are very egocentric:	1	1
"The individual American only has his own health and happiness in mind."		
"Things that don't concern him personally, don't bother him."		
Other answers:	*	-
"The American workers don't feel as closely connected with their working places as do the German workers."		
REASONS REFERRING TO ECONOMIC CONDITIONS	(2%)	(3%)
Due to the high standard of living, there is no need for the Americans to participate in the economic and business life:	2	3
"Because of the high American standard of living, people needn't care about politics and business."		
"As the Germans have to pay heavy taxes, they automatically participate more actively in the economic life."		
"The Americans aren't so hard up. They didn't suffer any losses during the war."		
NO OPINION	(1%)	(-%)
	10%	13%@

* Less than one half of one per cent.
@ Some respondents gave more than one answer.

U.S. RATHER THAN GERMANY VIEWED AS LAND OF OPPORTUNITY ...

While sizeable groups believe that there are equal chances in both the U.S. and Germany for a young man to get ahead in life (47% in West Germany and 36% in West Berlin), four times as many people in West Germany felt that there was more opportunity to get ahead in the U.S. (36%) than felt chances were better in Germany (9%). The people of West Berlin were even more favorably inclined towards the United States for the ratio there was 8 to 1 (i.e. 55% versus 7%).

"In your opinion, where has a young person nowadays better chances of getting ahead in life and achieving success in his business or profession - in Germany or in the U.S.?"

	West Germany	West Berlin
In Germany	9%	7%
In the U.S.	36	55
Equal chances in both countries	47	36
No opinion	8	2
	100%	100%

HIGHER WAGES, MORE JOB POSSIBILITIES LEADING REASONS WHY AMERICA AFFORDS GREATER CHANCES FOR SUCCESS TO YOUNG PEOPLE ...

Those respondents who felt there were better chances for advancement for young people in the U.S. rather than in Germany were asked to give the reasons which they felt were responsible for this favorable situation. Almost half of the answers given cited either the prevalence of higher wages in the U.S., or that there are more and better job possibilities. Very few thought to mention such 'immaterial' factors as education or general freedom of action.

"In your opinion, where has a young person nowadays better chances of getting ahead in life and achieving success in his business or profession - in Germany or in the U.S.?"

IF "In the U.S.":
"What, do you think, are the reasons for that?"

	West Germany	West Berlin
In the U.S. wages are higher, prices and tax rates lower:	13%	23%
"They get higher wages and everything is cheaper."		
"They get more money for their work."		
"It's easier to get ahead - money will buy more than over here."		
"In Germany the state takes away the fruit of your work by means of high tax rates."		
America is a rich country and offers better working possibilities and more chances to work ones way up:	12	25
"America is the country of unlimited opportunity."		
"We are not so rich as the Americans, they have more big industries."		
"In America working conditions are better and it's also easier to find a good job."		
"There are good opportunities for young people to get ahead in life."		
"The U.S. offers those who want to work and are efficient better chances to achieve success."		

(Cont'd on next page)

(Cont'd from preceding page)

	West Germany	West Berlin
Training and educational possibilities are better:	3%	9%
"In America you have the possibility to get an education free, or you can work your way through college and university." "You can attend technical schools free of charge and have more chances to improve your education."		
Economic life in the U.S. is more free and less restricted by laws and regulations:	3	7
"In America there is freedom of opportunity. Here you have to have a certificate to open a business of any kind." "In America things are made easier for people. Germany is a country of too much red tape."		
The individual person has better chances because there is more living space and the country is not so over-populated:	3	7
"Better chances are offered because there is more living space in America." "Germany is too crowded."		
Professional knowledge and efficiency is more important than certificates and testimonials:	2	8
"There are more varied opportunities in the U.S. You don't need testimonials. You just have to be efficient." "Because in America people won't ask you what examinations you have passed but only how good you are at your job."		
The U.S. economy is more stable and their economic system is more advanced than ours:	1	2
"A firm and solid governmental and economic system which doesn't exist in Germany offers, naturally, more chances."		
Other answers:	3	4
"Employer-employee relations are better balanced." "People often tell you that many a one has made his fortune over there."		
No opinion/No answer:	2	*
	42%○	85%○

* Less than one half of one per cent.

○ Some respondents gave more than one answer.

LARGE MAJORITIES CONCEDE THE AMERICAN WORKER HIGHER WAGES AND A MORE COMFORTABLE LIFE, BUT FEEL GERMAN WORKER HAS BETTER SOCIAL SECURITY ...

A rather inclusive test of opinion concerning the American and German worker was contained in the following question, which concerned wages, working conditions, social security, job security, living conditions and productivity. The replies are most illustrative in that they reveal a differential approach to the consideration of the status of the American worker.

Large majorities are willing to concede that the Amerioan worker earns more money, and lives more comfortably than the German worker (74% and 73% in West Germany). However, there is only a preponderance willing to concede that the American worker may have more favorable working conditions (45%) or that he can produce more (39%).

Superior conditions are seen prevailing for the German worker in the fields of social and job security. For the former, a large majority (66%) say that the German worker has better social security protection, while for the latter, a preponderance feel that there is greater job protection here in Germany.

The West Berlin results are largely the same, with the single exception of job security. A very slight edge was accorded the American worker in this regard (35% to 29%).

"Comparing the conditions in which a worker lives in Germany and in the U.S., where ...

	West Germany			
	Germany	U.S.	Conditions are the same	No opinion
-does he earn higher wages?	3%	74%	9%	14%..100%
-does he have more favorable working conditions?	16	45	14	25
-does he have better social security protection?	66	5	3	26
-can he live more comfortably?	5	73	9	13
-does he produce more per working hour?	19	39	11	31
-does he have greater job security?	38	13	21	28
	West Berlin			
-does he earn higher wages?	4%	84%	6%	6%..100%
-does he have more favorable working conditions?	9	64	10	17
-does he have better social security protection?	65	12	5	18
-can he live more comfortably?	4	87	5	4
-does he produce more per working hour?	19	55	10	16
-does he have greater job security?	29	35	21	15

PURCHASE OF TANGIBLE PROPERTY, THE WEST GERMAN SOLUTION FOR SURPLUS CASH, BUT BELIEVE AMERICANS WOULD USE MONEY TO LIVE MORE COMFORTABLY ...

As an indirect test of German economic philosophy, and a means of determining what they would do with possible surplus cash, the following proposition was put to all respondents: "Supposing you had 10,000 marks at your disposal and no urgent needs to meet any more, such as securing an apartment or buying furniture, how would you spend the money?" Six alternatives were then presented, covering three general areas: a)spending it on themselves by living more comfortably, b) 'safe' investment through the purchase of insurance, putting the money in a bank, or purchase of real estate, and c) investing the money, either through stock purchases or initiation of new business ventures.

The majority of the answers (71%) chose the 'safe' course, with almost half of all respondents (48%) preferring the single alternative of buying real estate or other safe property. Only one in five would invest the money.

When they were asked to say what they believed the average American would do with a similarly large sum of money for which he had no pressing need, an entirely different pattern emerged. Almost half (46%) felt the average American would simply live better. Over a third (36%) thought the American might invest it, while only one out of ten (11%) attributed a conservative response.

> "Supposing you had 10,000 marks at your disposal and no urgent needs to meet any more, such as securing an appartment or buying furniture, how would you spend the money?" (CARD)
>
> "And what, do you believe, is the situation in the U.S.? What, do you think, the average American would do if he had, let's say, 10,000 dollars at his disposal, a sum that roughly means the same to an American as 10,000 marks to you?" (CARD)

	West Germans would		West Germans believe Americans would	
Raise standard of living, live more comfortably, allowing themselves occasional treats, traveling, buying luxury articles, such as a car, a television set, etc.	23%		46%	
Deposit the money in a bank	15		4	
Buy insurance or annuities	8	71%	2	11%
Purchase real estate or other safe property	48		5	
Invest in some existing business enterprise, by purchasing shares of stock or bonds, i.e., thus letting the money work	13		22	
Launch some new business enterprise either by themselves or with friends	8	21	14	36
Other ways to spend the money	1		-	
No opinion	3		23	
	119%@		116%@	

@ Some respondents gave more than one answer.

WEST BERLINERS NOT AS CONSERVATIVE AS THE WEST GERMANS, BUT MORE SO THAN THEIR PICTURE OF THE AVERAGE AMERICAN ...

The responses to these same propositions in West Berlin show that while they are not as conservative as their compatriots in West Germany, they apparently consider the average American more daring with his surplus cash. In the following table, it can be seen that even the Berliners would be more likely to pick a 'safe course' such as putting the money in a bank or buying real estate, or insurance (53%), rather than invest the money (36%), or raise their standard of living (28%). Still, the percentage of people choosing the last two alternatives is somewhat higher than was found in West Germany (21% for investment and 23% for raising the standard of living).

While the West Berliners were a little more 'free' with the 10,000 marks we symbolically handed them, than were the West Germans, when it came to their evaluation of what the average American would do with a sizeable sum of extra money, two divergent trends emerge. On the one hand the West Berliners were more apt (than in West Germany) to think that the average American would invest it (47% as against 36%), but on the other hand they were also more likely to think that the American would carefully put it into the bank, or buy insurance or real estate (21% as against 11% in West Germany).

"Supposing you had 10,000 marks at your disposal and no urgent needs to meet any more, such as securing an apartment or buying furniture, how would you spend the money?" (CARD)

"And what, do you believe, is the situation in the U.S? What, do you think, the average American would do if he had, let's say, 10,000 dollars at his disposal, a sum that roughly means the same to an American as 10,000 marks to you?" (CARD)

	West Berliners would		West Berliners believe Americans would	
Raise standard of living, live more comfortably, allowing themselves occasional treats, traveling, buying luxury articles, such as a car, a television set, etc.	28%		40%	
Deposit the money in a bank	20		3	
Buy insurance or annuities	7	53%	3	21%
Purchase real estate or other safe property	26		15	
Invest in some existing business enterprise, by purchasing shares of stock or bonds, i.e., thus letting the money work	22		27	
Launch some new business enterprise either by themselves or with friends	14	36	20	47
Other ways to spend the money	*		-	
No opinion	*		6	
	117%C		114%C	

* Less than one half of one per cent.
C Some respondents gave more than one answer.

SEVEN OUT OF TEN GERMANS CHOOSE SECURITY OVER PROFIT, WHILE ALMOST AS MANY FEEL AMERICANS WOULD CHOOSE PROFIT OVER SECURITY ...

The West Germans cautious approach to questions of money is perhaps nowhere more clearly seen than in comparison of the following data. When faced with the problem of a business investment that offered greater chances for profit but with the risk of possible loss, seven out of ten (70%) would rather not invest under those conditions. A majority, however, believe that the average American would not be daunted by such a situation and would invest his money.

"If business investments meant greater chances for profits, but also somewhat reduced security for you, would you (even) then invest in business, thus letting the money work, or wouldn't you?"

"If business investments would result in greater chances for profit, but also somewhat reduced security, would the average American invest in business, thus letting the money work, or would he not do so?"

	West Germans	
	would	believe Americans would
Yes, invest	19%	52%
No, not invest	70	16
No opinion	11	32
	100%	100%

On this point the West Berliners are in complete agreement with the West German population. They, too, would not care to invest their money if it entailed a risk (72%) - but are confident that the average American would go right ahead and invest (68%)

"If business investments meant greater chances for profits, but also somewhat reduced security for you, would you (even) then invest in business, thus letting the money work, or wouldn't you?"

"If business investments would result in greater chances for profit, but also somewhat reduced security, would the average American invest in business, thus letting the money work, or would he not do so?"

	West Berliners	
	would	believe Americans would
Yes, invest	28%	68%
No, not invest	72	19
No opinion	-	13
	100%	100%

MOST GERMANS ADHERE TO CONSERVATIVE BUYING BEHAVIOR, BUT FEEL SITUATION DIFFERENT IN THE U.S. ...

The overwhelming majority of the West German sample (90%) would prefer to buy something expensive so that the presumed superior quality would permit them to use it as long as possible, rather than buy something cheaper which they could replace when it had become outmoded.

When asked what they thought held true in America, two-thirds (65%) felt that the average American would be more likely to do just the opposite, namely he would buy a cheaper article and then change it for a newer model at a later date.

"When buying something, such as furniture, or a radio set, do you prefer to buy an expensive article of superior quality, intending to use it as long as possible, or do you prefer to buy something a little cheaper with the idea of replacing it once it has become outmoded?"

"And what do you think is the situation in the U.S.? Do people over there prefer to buy more expensive things, intending to use them as long as possible, or do they prefer to buy something a little cheaper with the idea of using it only until it becomes outmoded, and then purchasing something new?"

	West Germans	
	Prefer	Believe Americans prefer
Something expensive which is to last	90%	11%
Something cheaper which is to be replaced soon	6	65
No opinion	4	24
	100%	100%

As seen in the previous analysis, the West Berlin population is just as conservative as the West German one. They too, would overwhelmingly prefer the more expensive article which would last (93%), to the cheaper one which could be replaced (6%). They too, are of the opinion that in the United States, the cheaper article is usually purchased and replaced (77%).

"When buying something, such as furniture, or a radio set, do you prefer to buy an expensive article of superior quality, intending to use it as long as possible, or do you prefer to buy something a little cheaper with the idea of replacing it once it has become outmoded?"

"And what do you think is the situation in the U.S.? Do people over there prefer to buy more expensive things, intending to use them as long as possible, or do they prefer to buy something a little cheaper with the idea of using it only until it becomes outmoded, and then purchasing something new?"

	West Berliners	
	Prefer	Believe Americans prefer
Something expensive which is to last	93%	15%
Something cheaper which is to be replaced soon	6	77
No opinion	1	8
	100%	100%

U.S. LIVING STANDARD ACKNOWLEDGED TO BE CONSIDERABLY HIGHER THAN WEST GERMANY'S ...

The high standard of living in the United States is an acknowledged fact so far as the West German population is concerned. Hardly anyone would dispute it. When they were asked to rate the American standard of living almost three-quarters (74%) of those in West Germany and seven out of ten (69%) in West Berlin described it as "very high" or "extraordinarily high". A scant 1% would describe it as "low".

In answering the same question concerning their own standard of living (in West Germany) only one person out of ten would go so far as to say that there was a "very high" or "extraordinarily high" standard. The great majority simply settled for a "fairly high" designation, while 15% in West Germany and 10% in West Berlin described it as "low".

"People keep talking about the high standard of living of the U.S. How would you describe the American standard of living? And how about our living standard in West Germany?" (CARD)

	United States		West Germany	
	West Germany	West Berlin	West Germany	West Berlin
As extraordinarily high	23%	24%	1%	1%
As very high	51	45	9	10
As fairly high	20	28	69	76
As low	1	1	15	10
No opinion	5	2	6	3
	100%	100%	100%	100%

U.S. LIVING STANDARD ATTRIBUTED MAINLY TO THE ECONOMIC SYSTEM ...

All those who described the American standard of living as high were asked for their opinion concerning the reasons for such a level. From the obtained comments, it can be clearly seen that the American economic system gets the lions' share of the credit, while such other factors as America's natural resources and the personal characteristics of Americans came far behind.

Summary Table

"People keep talking about the high standard of living of the U.S. How would you describe the American standard of living? (CARD)

IF "As extraordinarily high," "As very high" or "fairly high":
"In your opinion, what are the reasons for the high living standard in the U.S.?"

	West Germany	West Berlin
ECONOMIC SYSTEM	(72%)	(116%)
Favorable earning opportunities	27%	35%
Industrialization and streamlining	13	20
Low prices	10	23
Social and working conditions	6	12
The sound American economy (general answers)	4	6
Stable currency	3	3
Low taxes	3	3
Greater purchasing power	2	8
Flourishing foreign trade	2	4
The American economic system (free market system)	2	2
NATURAL ADVANTAGES	(25%)	(30%)
The natural resources of the country	18	20
The vastness of the country - no overpopulation	4	6
The self-sufficiency of the United States	3	4
PERSONAL QUALITIES	(6%)	(7%)
The American's urge for money, their smartness in business	4	6
The American's easy conception of life	2	1
MISCELLANEOUS	(25%)	(43%)
Winning the last wars	12	23
The Americans are better off (general answers)	9	12
Other reasons	4	8
NO OPINION/NO ANSWER	(8%)	(2%)
	136%@	198%@

@ Some respondents gave more than one answer.

COMMENTS IN DETAIL ...

"People keep talking about the high standard of living of the U.S. How would you describe the American standard of living?"

IF "As extraordinarily high", "As very high" or "As fairly high":
"In your opinion, what are the reasons for the high living standard in the U.S.?"

	West Germany	West Berlin
ECONOMIC SYSTEM	(72%)	(116%)
Favorable earning opportunities:	27%	35%

"The wages are higher and the possibilities for earning money better than in Germany."
"Compared with conditions in Germany, the Americans earn much more than the average German."
"The Americans earn much and live well."
"The high pay American workers get puts them in a position to afford much."
"Because every American who works energetically, earns much and can afford much."
"I think it is due to the high income of the average American."

Industrialization and streamlining:	13	20

"The highly efficient industries."
"The powerful industry and the speed-up methods."
"The highly developed technology being of service to everybody."
"Mechanization makes life so much easier over there."
"Because they produce articles in bulk over there."

Low prices:	10	23

"Everything is inexpensive over there. Also the old people can live comfortably even if they don't possess much money."
"Goods are cheaper."
"Life in general is less expensive than over here."
"The Americans are well off. Life isn't as expensive as over here."

Social and working conditions:	6	12

"Because the unemployment rate is lower than in Germany."
"The very reasonable working time of 40 hours per week."
"The Americans are not obliged to pay as high rates for social insurance."

(Cont'd on next page)

(Cont'd from preceding page)

	West Germany	West Berlin
The sound American economy (general answers):	4%	6%
"Because the American economy is very stable." "Business is booming in the States." "It's due to the well-balanced American economy."		
Stable currency:	3	3
"The United States has a solid currency, well supported by gold." "The American dollar has a solid basis. It determines the prices all over the world." "The American dollar has been stable all the time. People didn't lose their money as we did over here."		
Low taxes:	3	3
"The Americans needn't pay as heavy taxes." "The American tax regulations are more favorable."		
Greater purchasing power:	2	8
"The purchasing power of the dollar is higher than that of the mark." "Americans get more for their money."		
Flourishing foreign trade:	2	4
"Its profitable trade with countries all over the world." "Its position in the world market is good. It has no difficulties in selling its goods."		
The American economic system (free market system):	2	2
"The American free market system: free enterprise, free competition." "Trade and commerce can develop more freely in the States than they can in Germany."		
NATURAL ADVANTAGES	(25%)	(30%)
The natural resources of the country:	18	20
"America is a rich country. It produces everything necessary for a nation to live on." "The wealth of the country - the huge reserves of everything." "America is so rich in raw materials that it is impossible to use them up." "They have raw materials and food in abundance." "Immeasurable reserves of raw materials."		

(Cont'd on next page)

(Cont'd from preceding page)

	West Germany	West Berlin
The vastness of the country - no overpopulation:	4%	6%
"Considering the dimensions of America, the population density rate is very low."		
"There is enough space to live on."		
"Because the United States is not as densely populated as Germany."		
The self-sufficiency of the United States:	3	4
"There is no need for the Americans to buy in other countries. They have everything in their own country."		
"America has everything it needs."		
"America is completely self-sufficient. All branches of industry can be found over there."		
PERSONAL QUALITIES	(6%)	(7%)
The Americans' urge for money, their smartness in business:	4	6
"They chase after the dollar. The Americans try everything to make money."		
"As the Americans are smarter businessmen than the Germans, their profits are higher, allowing them a comfortable life."		
"The Americans are better off because they are cleverer businessmen than we are."		
The Americans' easy conception of life:	2	1
"The Americans are very different from us Germans. They are light-minded and spend their money recklessly."		
"The Americans first think of themselves and their comfort while the Germans are hard workers."		
MISCELLANEOUS	(25%)	(43%)
Winning the last wars:	12	23
"The Americans were always on the side of the winners. They've never lost a war."		
"America didn't suffer any war damages."		
"America not only belonged to the victorious side, it even derived considerable profit from the last wars."		
"The fact that the war turned out luckily for the Americans."		
The Americans are better off (general answers):	9	12
"Because they are better off they can afford to live in comfort."		
"The Americans are well-to-do people."		
"The Americans are richer than we."		

(Cont'd on next page)

(Cont'd from preceding page)

	West Germany	West Berlin
Other reasons:	4%	8%

"They have Negroes as cheap workers at their disposal."
"The highly developed agriculture."
"The keen interest the man in the street takes in political and trade union matters."

NO OPINION/NO ANSWER	(8%)	(2%)
	136%@	198%@

@ Some respondents gave more than one answer.

AMERICAN ECONOMIC LIFE FAVORABLY COMPARED WITH GERMAN ECONOMIC LIFE.....

While two out of five persons in West Germany (40%) did not know what to reply when asked to compare the American and German economic systems and say which was more favorable, among those with an opinion there were more than four times as many choosing the U.S. as against the German economic life - or, in other words, almost half of the total population (48%) felt that the American system compared favorably with the German, while only one out of ten (11%) thought that the American system conpared unfavorably with the German one.

In West Berlin, due to the greater assertiveness of the populace, the ratio of those comparing the American economic life favorably rather than unfavorably is more than six to one, i.e. 75% to 12%.

"Considering the two systems, does American economic life compare favorably or unfavorably with German economic life?"

	West Germany	West Berlin
Favorably	48%	75%
Unfavorably	11	12
Partly/partly	1	1
Neither/nor	*	1
No opinion	40	11
	100%	100%

MAIN DIFFERENCE BETWEEN AMERICAN AND GERMAN ECONOMIC LIFE SEEN IN THE SYSTEM ITSELF.....

The majority of the responses made by respondents concerning the chief differences between the American and German economic picture have to do with characteristics of the American system. In the following Summary Table these comments have been divided according to whether they carried a favorable, unfavorable, or indeterminate connotation.

* Less than one half of one per cent.

Among those comments about characteristics of the American system which were viewed favorably, it should be noted that most were concerned with various aspects of American efficiency.

Summary Table

"Wherein, would you say, American and German economic and business life chiefly differ?"

	West Germany	West Berlin
CHARACTERISTICS OF AMERICAN ECONOMIC AND BUSINESS LIFE (VIEWED FAVORABLY)	(36%)	(70%)
Economic life in America is not so restricted by official rules and regulations	6%	10%
Business is transacted more quickly, people work harder and more speedily	6	3
Americans get higher wages and live more comfortably	5	14
American economic and business life is better organized	4	10
Consumer goods are cheaper because they are massproduced	3	12
Americans are smarter businessmen	3	7
American firms are more thoroughly mechanized	3	4
Economic life in America is more progressive than in Germany	2	5
America has big market outlets for its goods	1	2
Other comments	3	3
CHARACTERISTICS OF AMERICAN ECONOMIC AND BUSINESS LIFE (NEUTRAL)	(18%)	(23%)
American economic and business life is planned on a larger scale, there are more big firms	13%	16%
In America advertising plays a more important part	1	2
Business on the installment system is more frequent in America than over here	*	1
Other comments	4	4
UNDERLYING FACTORS INFLUENCING DEVELOPMENT OF AMERICAN ECONOMIC AND BUSINESS LIFE	(11%)	(20%)
America has more financial capital at its disposal	8%	14%
America has more natural resources	2	3
America has not experienced so many financial crises and wars	1	3
CHARACTERISTICS OF AMERICAN ECONOMIC AND BUSINESS LIFE (VIEWED NEGATIVELY)	(7%)	(13%)
The American businessman is over-intent on making profit	2	4
Consumer goods are of poorer quality than in Germany	2	3
American economic life is tougher	1	3
Other comments	2	3
THERE IS NO BIG DIFFERENCE BETWEEN AMERICAN AND GERMAN ECONOMIC AND BUSINESS LIFE	(2%)	(2%)
NO OPINION/NO ANSWER	(40%)	(16%)
	114%@	144%@

* Less than one half of one per cent.
@ Some respondents gave more than one answer.

"Wherein, would you say, American and German economic and business life chiefly differ?"

	West Germany	West Berlin
CHARACTERISTICS OF AMERICAN ECONOMIC AND BUSINESS LIFE (VIEWED FAVORABLY)	(36%)	(70%)
Economic life in America is not as restricted by official rules and regulations:	6%	10%
"Economic life over there is more liberal. I don't think that they have so many official rules and regulations." "The difference is that over there economic life can expand freely without being hindered by governmental restrictions." "There's more freedom in business and economic life. They can do without bureaucracy and we can't."		
Business is transacted more quickly, people work harder and more speedily:	6	3
"Business is done in a more active and quicker way than over here." "They have better methods to facilitate production." "Everything must be done more speedily." "The American system is more rapid and effective."		
Americans get higher wages and live more comfortably:	5	14
"In America fewer working hours will still get you more money, especially as a manual worker." "Every American, and that goes for workers, too, can afford to live comfortably." "American workers aren't exploited in such a way as the German workers." "It's said that people over there are better off."		
American economic and business life is better organized:	4	10
"It's better organized and, therefore, more effective." "The whole organization is simplified." "They employ streamlined working methods."		
Consumer goods are cheaper because they are mass-produced:	3	12
"Due to a higher production rate, everything is plentiful and, therefore, at a very cheap price." "In America the quality of goods is better and cheaper, too, due to mass production."		

(Cont'd on next page)

(Cont'd from preceding page)

	West Germany	West Berlin
Americans are smarter businessmen:	3%	7%
"The Americans are bolder and more enterprising in their business practices."		
"The Americans are smart businessmen who know how to organize. They're also more enterprising than we are."		
"The Yank is a born businessman. With us it's different, we can only try to develop the same talents."		
American firms are more thoroughly mechanized:	3	4
"More work is done by machines. They're ahead of us with regard to mechanization."		
"The working process is thoroughly mechanized. In this respect they are at least 50 years ahead of us."		
"Their machinery is better."		
Economic life in America is more progressive than in Germany:	2	5
"Everything is more progressive in America, for instance, they had super-markets long before they were introduced over here."		
"American business life is more up-to-date."		
America has big market outlets for its goods:	1	2
"America has better market possibilities than Germany, thus the profit margin is far higher than over here."		
"America has a big market for its industrial products."		
Other comments:	3	3
"The economy is fundamentally more stable and more sound."		
"It offers everybody the chance to get ahead in life which is not the case over here."		
"There is nobody unemployed. They've full employment over there."		
CHARACTERISTICS OF AMERICAN ECONOMIC AND BUSINESS LIFE (NEUTRAL)	(18%)	(23%)
American economic and business life is planned on a larger scale, there are more big firms:	13%	16%
"Business life in America is on a larger scale than in Germany."		
"In Germany, we have more small firms, whereas, in America, there are more big firms."		
"Everything is on a larger scale, industrial plants are larger."		
"Business life in America is planned on a bigger scale."		
"Everything over there is mass-produced, while in Germany there are more artisan firms."		
In America advertising plays a more important part:	1	2
"Much more advertising."		
"Propaganda and advertising is considered very important."		

(Cont'd on next page)

(Cont'd from preceding page)

	West Germany	West Berlin
Business on the installment system is more frequent in America than over here:	*	1%
"The installment system is more extensive and farther developed than over here." "In America, everything is bought on the installment system by very small monthly rates."		
Other Comments:	4	4
"Businesslife is 100% in private hands." "They have a stronger competition."		
UNDERLYING FACTORS INFLUENCING THE DEVELOPMENT OF AMERICAN ECONOMIC AND BUSINESS LIFE	(11%)	(20%)
America has more financial capital at its disposal:	8	14
"America is better provided with capital." "America has more money at its disposal and more capital means higher productivity." "There is more money in America, therefore, trade and commerce is more prosperous over there." "We don't have the amount of capital the Americans have, that's the difference."		
America has more natural resources:	2	3
"America has all the natural resources it needs, while we are dependent on other countries in this respect." "America is a rich country and can afford a generous planning." "In America all raw materials are available. They need not import them. We in Germany have to import a great deal."		
America has not experienced so many financial crises and wars:	1	3
"They're better off because they haven't had an inflation up till now." "Things are different in America, they haven't lost a war. They could plan and build up their economy unhampered. Germany had to struggle with difficulties in this respect ever since World War I."		
CHARACTERISTICS OF AMERICAN ECONOMIC AND BUSINESS LIFE (VIEWED NEGATIVELY)	(7%)	(13%)
The American businessman is over-intent on making profit:	2	4
"I think of the Americans as very cute businessmen. They're all out for money and don't care for good service." "In America the craving for gain is considered to be justified, over here it's thought to be a suspicious practice." "They want to make money at all costs."		

(Cont'd on next page)

(Cont'd from preceding page)

	West Germany	West Berlin
Consumer goods are of poorer quality than in Germany:	2%	3%
"They're all for producing shoddy goods." "There are plenty of cheap goods in America but the tendency over here is to produce more goods of good quality."		
American economic life is tougher:	1	3
"American economic and business life is much tougher. People who cannot keep up with the others are lost." "It is very radical: It is sink or swim."		
Other comments:	2	3
"American workers aren't as industrious as the German workers and not as interested in business life." "They regard a worker as a sort of robot."		
THERE IS NO BIG DIFFERENCE BETWEEN AMERICAN AND GERMAN ECONOMIC AND BUSINESS LIFE	(2%)	(2%)
"There's just a difference in volume but fundamentally it's the same." "Big businessmen here own Mercedes cars and those in America do too."		
NO OPINION, NO ANSWER	(40%)	(16%)
	114%@	144%@

@ Some respondents gave more than one answer.

FREEDOM TO START A BUSINESS SEEN GREATER IN UNITED STATES THAN IN GERMANY ...

Approximately seven out of ten people in West Germany (69%) and considerably more than that in West Berlin (86%) are of the opinion that there is greater freedom to start a business in the United States than there is in Germany. While about one out of ten (11% in Western Germany and 8% in West Berlin) thought that conditions were about the same in both countries, hardly anyone thinks that conditions are easier in Germany (4% in West Germany and 1% in West Berlin).

"In your opinion, where does one have greater freedom to start a business or trade, in the U.S. or in Germany?"

	West Germany	West Berlin
In the U.S.	69%	86%
In Germany	4	1
Conditions are the same	11	8
No opinion	16	5
	100%	100%

BUSINESS COMPETITION CONSIDERED TOUGHER IN THE UNITED STATES THAN IN GERMANY ...

As was shown in the preceding section, there is general consensus that there is more freedom to start a new business in the United States rather than in Germany. However, in response to the question as to where business competition is tougher, there is only a slight tendency to answer that competition is more strenuous in the United States - 39% said the U.S., whereas 25% said competition is tougher in Germany. West Berliners, who were more certain that there was greater freedom to start a business in the United States, are also more inclined than those in West Germany to say that competition is also tougher in the U.S. (56% said the United States and 26% said Germany).

"In your opininion, where is competition in business tougher: Here in Germany or in the U.S.?"

	West Germany	West Berlin
In Germany	25%	26%
In the U.S.	39	56
No difference	6	8
No opinion	30	10
	100%	100%

Comparison of the obtained percentages for the above question, and those concerning freedom to start a business, makes it clear that more people think freedom to start a business is greater in the U.S. than think competition is tougher there. As each question was asked of a different sample the two cannot be cross-tabulated. However, the data suggests the hypothesis that the West Germans feel that competition within Germany is not compensated for by freedom to start a new business to the same extent as in the United States.

DIFFERENCES BETWEEN AMERICAN AND GERMAN TRADE UNIONS ...

This and subsequent questions concerning American trade unions were only asked of those 57% who said that they knew there were trade unions in the United States (see Report No. 233, Part I - Knowledge of U.S. and German Economy).

Less than half of those in West Germany and about one-half of those in West Berlin who said they knew there were trade unions in the United States were able to mention some aspect wherein, in their opinion, American trade unions differed from German unions. The following tabulation and detailed comments represent the answers given to the question.

Summary Table

"And wherein do American unions differ from German unions?"

	West Germany	West Berlin
INFLUENCE OF TRADE UNIONS	(9%)	(16%)
American unions are more powerful	4%	5%
American unions are more active	2	3
American unions assert themselves more successfully against management	1	8
American unions have greater influence on the government	1	-
ORGANIZATION OF TRADE UNIONS	(7%)	(16%)
American unions are better organized	2	4
American unions are more consolidated	2	4
American unions have a larger membership	2	7
In the United States a separate union exists for every branch of industry	1	1
INDEPENDENCE OF TRADE UNIONS	(5%)	(12%)
American unions are not so strongly party-oriented	4	12
American unions do not embrace a specific ideology	1	-
MISCELLANEOUS	(8%)	(24%)
American unions take better care of their members	2	11
Several advantages American unions offer as compared to German unions	2	8
Several disadvantages attached to American unions as compared to German unions	2	2
Other answers	2	3
	(28%)@	(68%)@
NO SIGNIFICANT DIFFERENCES	(5%)	(6%)
NO OPINION/NO ANSWER	(28%)	(29%)
	61%@	103%@

@ Some respondents gave more than one answer.

COMMENTS IN DETAIL ...

"And wherein do American unions differ from German unions?"

	West Germany	West Berlin
INFLUENCE OF TRADE UNIONS	(8%)	(16%)
American unions are more powerful:	4%	5%
"American unions wield greater power." "I believe American unions are even more powerful than ours." "They work along much more generous lines and are more powerful."		
American unions are more active:	2	3
"They differ in that American unions work more energetically towards attaining their aims." "They are more skillful in staging strikes. I mean, they use this weapon to make their opponents accept their demands."		
American unions assert themselves more successfully against management:	1	8
"American unions have enough operational funds to stand their ground successfully when dealing with management." "American unions wield more influence with management. They are more successful in gaining advantages for their members from management."		
American unions have greater influence on the government:	1	-
"They are more successful in asserting themselves in dealings with the government." "The demands of American unions are heard and understood sooner in the governmental sector than is the case over here."		
ORGANIZATION OF TRADE UNIONS	(7%)	(16%)
American unions are better organized:	2	4
"They differ in that American unions are more efficiently organized." "They are better organized."		

(Cont'd on next page)

(Cont'd from preceding page)

	West Germany	West Berlin
American unions are more consolidated:	2%	4%
"In the U.S. the different groups were merged into one big, all-embracing union, while over here they are subdivided into different branches." "In Germany the trade union movement is split up into different groups, while in the United States everything is centralized, and so the unions wield considerable power."		
American unions have a larger membership:	2	7
"Above all, they differ in that the unions in the United States have more members." "In the United States every person who works holds union membership."		
In the United States a separate union exists for every branch of industry:	1	1
"They differ in that there exist a number of unions in the United States. Practically there is a union for every branch of industry." "In the U.S. every branch of industry has a union of its own."		
INDEPENDENCE OF TRADE UNIONS	(5%)	(12%)
American unions are not so strongly party-oriented:	4	12
"American unions do not back one particular party as German unions do." "They are not sold on some political program." "As far as I know, the American unions do not tread any particular party line."		
American unions do not embrace a specific ideology:	1	-
"American unions are not organized along denominational lines." "Unions in the U.S. aren't tied to some particular church. They are organized exclusively according to technical requirements."		
MISCELLANEOUS	(8%)	(24%)
American unions take better care of their members:	2	11
"The single aim of American unions is to promote the interests of the workers." "Over there the unions stand up more vigorously for the interests of the workers than in our country." "Union leadership is more idealistic. They advocate the cause of the workers more enthusiastically."		

(Cont'd on next page)

(Cont'd from preceding page)	West Germany	West Berlin
Several advantages American unions offer as compared to German unions:	2%	8%
"They concentrate on their proper tasks, and do not meddle in things which are no concern of theirs." "Workers aren't so much under pressure to join a union." "I guess they have more ample funds at their disposal."		
Several disadvantages attached to American unions as compared to German unions:	2	2
"They do not have such a keen fighting spirit as the German unions." "American unions are less active than ours over here. They do not fight all they way as ours do." "It seems to me that American unions exert more pressure on the individual than they do over here."		
Other answers:	2	3
"Internal affairs are primarily the concen of trade unions." "American unions stand between labor and management, while German unions hold themselves more aloof."		
	(28%)@	(68%)@
NO SIGNIFICANT DIFFERENCES	(5%)	(6%)
NO OPINION/NO ANSWER	(28%)	(29%)
	61%@	103%@

@ Some respondents gave more than one answer.

...

AMERICAN UNIONS COMPARE FAVORABLY WITH GERMAN UNIONS ...

As might be surmised from a reading of the preceding comments, among those with an opinion concerning American and German trade unions the large majority (but still a minority in the population as a whole) considers the American unions in a favorable light.

"In this comparison do American unions compare favorably or unfavorably with German unions?"

	West Germany	West Berlin
Favorably	23%	47%
Unfavorably	2	2
No opinion	32	33
	57%	82%

Cross-tabulation of their evaluation of American and German unions with the points of difference revealed in the basic question reveals that the American unions again come out on the favorable side in all respects. Even more of those respondents who saw no significant differences between the two are more favorably inclined towards the American unions.

	"In this comparison do American unions compare favorably or unfavorably with German unions?"			
"And wherein do American unions differ from German unions?"	Favorably	Unfavorably	No opinion	No. of cases
Influence of trade unions	92%	5%	3%...100%	105
Organization of trade unions	87	5	8	98
Independence of trade unions	86	7	7	57
Miscellaneous	79	14	7	84
No significant differences	16	2	82	57
No opinion	5	1	94	356

GREATER TENDENCY TO THINK COMMUNISTS EXERT INFLUENCE WITHIN GERMAN TRADE UNIONS THAN THINK AMERICAN UNIONS ARE SIMILARLY INFLUENCED ...

When asked how much influence they thought the American Communists exerted on American trade unions, only a minority (27%) of those knowing that there were unions in the United States responded by saying that they had even a little influence (or 14% of the total West Germany sample).

With regard to the German union situation, however, 38% of the West Germans felt that the Communists had at least a little influence.

"How much influence, do you think, American Communists exert within the unions in the U.S.?" (CARD)

"And how are things over here in West Germany? How much influence do the Communists exert in our unions?" (CARD)

	West Germany			
	American Unions		German Unions	
Very great influence	*%	1%	*%	
Great influence	*	1	3	
Fairly great influence	3	5	10	
A little influence	11	20	25	
Hardly any or no influence whatever	37	63	45	
No opinion	6	10	17	
	57%	= 100%	100%	

* Less than one half of one per cent.

MIDDLE CLASS THOUGHT TO HAVE SLIGHTLY WIDER BASE IN THE UNITED STATES THAN GERMANY ...

... There is a slight tendency for the people of Western Germany to believe that the middle class in the United States has a broader base than the middle class in Germany. In the following table it can be seen that, as regards the United States, most of the answers clustered around 40 to 60 per cent - while the median response was just under 40 per cent. When considering the size of the middle class in Germany, the largest single response centered around 40 per cent - with the median figure 34 per cent.

"What percentage of the population in the U.S. would you estimate belongs to the socalled middle classes?"

"And how is the situation over here in West Germany? What percentage of the population belongs to the so-called middle classes in our country?"

		West Germany
	In U.S.	In West Germany
Up to 20 per cent	12%	15%
Up to 40 per cent	25	41
Up to 60 per cent	28	24
Up to 80 per cent	7	6
More than 80 per cent	1	1
No opinion	27	13
	100%	100%

West Berliners were even more inclined than those in Western Germany to believe that the middle class in the United States was larger than the middle class in West Germany. The median percentage for the U.S. is 46.4% while that for West Germany is 35.6%.

"What percentage of the population in the U.S. would you estimate belongs to the socalled middle classes?"

"And how is the situation over here in West Germany? What percentage of the population belongs to the so-called middle classes in our country?"

		Berlin West ~~Germany~~
	In U.S.	In West Germany
Up to 20 per cent	6%	16%
Up to 40 per cent	26	46
Up to 60 per cent	48	27
Up to 80 per cent	12	9
More than 80 per cent	3	-
No opinion	5	2
	100%	100%

* Less than one half of one per cent.

ECONOMICS LEADING AREA IN WHICH GERMANY COULD LEARN FROM AMERICA ...

Respondents were asked, for each of ten different areas of human activities whether, in their opinion, Germany could learn much, something, or nothing from America in that regard. As an aid to understanding of the figures, "net scores" have been presented. They were derived by subtracting the percentage of those who said "nothing" in an area from the combined percentages of those who said Germany could learn "much" or "something." Study of the "net scores" shows that the West Germans feel that they can learn most from America in the fields of "Industry and Technology" (net score of +55) and "Economic and Business Life" (+53). Far at the bottom of the ratings is the area of "Social Welfare" with a -43 net score. Their adverse opinion of the United States in this respect should be interpreted in the light of the German desire for security as revealed in the foregoing section on the role of the individual.

"In your opinion, could we Germans, in general, learn much from the Americans in the field of ....., something, or nothing?"

	West Germany				
	NET SCORE	Much	Some-thing	Noth-ing	No opinion
Industry and Technology	+ 55	40%	30%	15%	15%...100%
Economic and business life	+ 53	33	33	13	21
Agriculture	+ 26	20	33	27	20
Press and radio	+ 26	18	29	21	32
Political life, i.e. city administration, form of government, etc.	+ 17	14	24	21	41
Employer/employee relations	+ 15	16	22	23	39
Military matters	- 1	17	19	37	27
Education: Schools, universities, etc.	- 3	11	22	36	31
Cultural affairs, i.e. theater, music, literature, etc.	- 38	3	14	55	28
Social welfare: child care, old age provisions, etc.	- 43	4	12	59	25

The West Berlin results are not particularly different from those of West Germany. On the whole the "net scores" are higher, i.e. more favorable towards America, but the rank order of the items remains fairly consistent. The two top items, areas in which Germans could learn from America, are still "Economic and Business Life" (+68) and "Industry and Technology" (+61), while the two areas in which they feel they could learn the least are also "Social Welfare" (-32) and "Cultural Affairs" (also -32).

"In your opinion, could we Germans, in general, learn much from the Americans in the field of ....., something, or nothing?"

	West Berlin				
	NET SCORE	Much	Some-thing	Noth-ing	No opinion
Economic and business life	+ 68	51%	30%	13%	6%...100%
Industry and technology	+ 61	54	25	18	3
Political Life, i.e. city administration, form of government, etc.	+ 44	35	28	19	18
Employer/employee relations	+ 42	32	31	21	16
Agriculture	+ 39	33	33	27	7
Press and radio	+ 38	35	27	24	14
Education: Schools, universities, etc.	+ 29	29	31	31	9
Military matters	+ 5	27	19	41	13
Cultural affairs, i.e. theater, music, literature, etc.	- 32	11	20	63	6
Social welfare: Child care, old age provisions, etc.	- 32	11	18	61	10

AMERICA OVERWHELMINGLY NOMINATED AS COUNTRY WITH GREATEST ECONOMIC STRENGTH - OVER RUSSIA, GERMANY, ENGLAND AND FRANCE ...

When asked to judge which of the five countries - England, France, America, Russia, or Germany had the greatest economic strength, the overwhelming majority chose the United States, while far behind came Russia in second place, followed closely by Germany in third. Eight out of ten West Germans (79%) and nine out of ten West Berliners (92%) placed America in first place. When considering which country was in second place, Russia and Germany were named by 38% and 24% in West Germany.

"The economic strength of a country is a constant topic of conversation. How would you judge the economic strength of the following countries? Which country is in first place, which is in second and third place and so on, and which is in last place?"

West Germany

	First place	Second place	Third place	Fourth place	Fifth place
England	1%	16%	31%	30%	7%
France	*	1	6	20	57
America	79	10	2	1	*
Russia	6	38	14	13	14
Germany	6	24	32	20	5
No opinion	8	11	15	16	17
	100%	100%	100%	100%	100%

West Berlin respondents were even more emphatic that America lead all the other countries in economic strength, for there 92% accorded America first place. However, they tended to rank the other countries in a different order, and revealed a much higher regard for England and a worse one of Russia than was the case in West Germany. They tended to rank England second (as against fourth in West Germany) and Russia fourth.

West Berlin

	First place	Second place	Third place	Fourth place	Fifth place
England	2%	33%	32%	22%	4%
France	*	1	13	34	44
America	92	6	1	-	-
Russia	2	29	10	17	37
Germany	2	28	37	20	7
No opinion	2	3	7	7	8
	100%	100%	100%	100%	100%

* Less than one half of one per cent.

GERMANY, AMONG OTHER EUROPEAN COUNTRIES, THOUGHT TO HAVE THE HIGHEST STANDARD OF LIVING ...

Since it could easily be assumed that almost everyone would grant that America has the highest standard of living in the world (which assumption is supported by the results obtained), the following question was purposely framed to inquire about the major European countries - France, England, Germany, Italy, and Russia. In such company, the majority named Germany as possessing the highest standard of living. Far behind, in second place came England, while France, Russia and Italy trailed even further behind. West German and West Berlin judgments showed remarkable similarities in rank order and in actual percentages of responses.

"Which of the following major European countries is most prosperous at present, or to put it differently, which has the highest standard of living? (CARD)

	West Germany	West Berlin
France	5%	6%
England	17	29
Germany	57	50
Italy	1	3
Russia	3	3
No opinion	17	9
	100%	100%

In this connection it should be noted that while on the preceding question of economic strength, Russia was put in second place, ahead of the other European countries in the list, that here, when concerned with a question of living standard, it is ranked near the bottom. It speaks well of German perspicacity in being able to differentiate between economic strength (the ability to wage economic and military wars?) and standard of living (the share which individuals have of the national wealth).

UNIVERSITY OF ILLINOIS-URBANA
3 0112 069044086